

## CLAIMS

1. An apparatus comprising:

a storage medium to store a plurality of collaboration rules; and

5 a collaboration agent, to provide an interface through which digitally disparate sellers, dealers and/or manufacturers agree to selectively participate in commercial transactions for requesting users, and to enable each of the sellers, dealers and/or manufacturers to define terms and conditions under which they selectively participate with one another to facilitate commercial collaboration between these otherwise digitally  
10 disparate providers.